

Cover Story

some 11 200 vehicles had been sold – just more than 7 000 passenger and 4 000 bakkies.

Established by Jamsetji Tata in the mid-nineteenth century, the Tata Group is renowned for adhering to its core values of integrity, understanding, excellence, unity and responsibility. Here in South Africa, these same values are upheld by the Imperial Group which has a 40% stake in Accordian Investments, Ukhamba Holdings with a 20% stake and Tata Africa which owns the remaining 40%.

It is through a combination of secure investment and backing and the philosophy of 'affordability without compromising safety, quality or technology' that Tata has grown from focusing on the growth of the ways Accordian Investments has successfully achieved the growth targets set for the brand in South Africa.



From just 45 dealerships (with service centres) in the major provinces in the first year to now 70 dealerships countrywide as well as in Namibia, Botswana, Swaziland and Lesotho. Tata plans to continue its network growth and an anticipated 80 dealerships should be fully operational within the next year.

